

Please type a plus sign (+) inside this box → ☒

**UTILITY  
PATENT APPLICATION  
TRANSMITTAL**

Attorney Docket No. **CS-37-010822**  
First Inventor **Kaoru KOBAYASHI**  
Title **ADVERTISING SYSTEM**  
Express Mail Label No. \_\_\_\_\_

**APPLICATION ELEMENTS**

See MPEP chapter 600 concerning utility patent application contents.

1. ☒ Fee Transmittal Form (e.g., PTO/SB/17)  
(Submit an original and a duplicate for fee processing)
2. ☒ Applicant claims small entity status **Yes!**  
See 37 CFR 1.27.
3. ☒ Specification [Total Pages **21**]  
(preferred arrangement set forth below)  
- Descriptive title of the invention  
- Cross Reference to Related Applications  
- Statement Regarding Fed sponsored R & D  
- Reference to sequence listing, a table,  
or a computer program listing appendix  
- Background of the Invention  
- Brief Summary of the Invention  
- Brief Description of the Drawings (if filed)  
- Detailed Description  
- Claim(s)  
- Abstract of the Disclosure
4. ☒ Drawing(s) (35 U.S.C. 113) [Total Sheets **3**]
5. ☒ Oath or Declaration [Total Pages **3**]  
a. ☒ Newly executed (original or copy)  
b. ☐ Copy from a prior application (37 CFR 1.63 (d))  
(for continuation/divisional with Box 18 completed)  
i. ☐ **DELETION OF INVENTOR(S)**  
Signed statement attached deleting inventor(s)  
named in the prior application, see 37 CFR  
1.63(d)(2) and 1.33(b)
6. ☒ Application Data Sheet. See 37 CFR 1.76

ADDRESS TO: Assistant Commissioner for Patents  
Box Patent Application  
Washington, DC 20231

7. ☐ CD-ROM or CD-R in duplicate, large table or  
Computer Program (Appendix)
8. Nucleotide and/or Amino Acid Sequence Submission  
(if applicable, all necessary)  
a. ☐ Computer Readable Form (CRF)  
b. Specification Sequence Listing on:  
i. ☐ CD-ROM or CD-R (2 copies); or  
ii. ☐ paper  
c. ☐ Statements verifying identity of above copies

**ACCOMPANYING APPLICATION PARTS**

9. ☒ Assignment Papers (cover sheet & document(s))
10. ☐ 37 CFR 3.73(b) Statement ☐ Power of  
(when there is an assignee) Attorney
11. ☐ English Translation Document (if applicable)
12. ☐ Information Disclosure ☐ Copies of IDS  
Statement (IDS)/PTO-1449 Citations
13. ☐ Preliminary Amendment
14. ☒ Return Receipt Postcard (MPEP 503)  
(Should be specifically itemized)
15. ☒ Certified Copy of Priority Document(s)  
(if foreign priority is claimed)
16. ☐ Request and Certification under 35 U.S.C. 122  
(b)(2)(B)(i) Applicant must attach form PTO/SB/35  
or its equivalent.
17. ☐ Other. \_\_\_\_\_

18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment,  
or in an Application Data Sheet under 37 CFR 1.76:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP)

Prior application information.

Examiner \_\_\_\_\_

of prior application No. \_\_\_\_\_

Group Art Unit \_\_\_\_\_

For CONTINUATION OR DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under  
Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference.  
The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

**19. CORRESPONDENCE ADDRESS**

☒ Customer Number or Bar Code Label

**22712**

(Insert Customer No. or Attach bar code label here)

or ☐

Correspondence address below

Name **Paul A. Guss**  
Address **775 South 23rd Street**  
**First Floor, Suite 2**  
City **Arlington** State **VA** Zip Code **22202**  
Country \_\_\_\_\_ Telephone **(703) 486-2710** Fax **486-2720**

Name (Print/Type) **Paul A. Guss** Registration No. (Attorney/Agent) **33,099**  
Signature \_\_\_\_\_ Date **Aug. 22, 2001**

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# FEE TRANSMITTAL for FY 2001

Patent fees are subject to annual revision

TOTAL AMOUNT OF PAYMENT (\$ ) 355.00

## Complete if Known

|                      |                 |
|----------------------|-----------------|
| Application Number   |                 |
| Filing Date          | August 22, 2001 |
| First Named Inventor | Kaoru KOBAYASHI |
| Examiner Name        |                 |
| Group Art Unit       |                 |
| Attorney Docket No.  | CS-37-010822    |

## METHOD OF PAYMENT

1. ☒ The Commissioner is hereby authorized to charge indicated fees and credit any overpayments to:

Deposit Account Number **07-2519**  
Deposit Account Name **Paul A. Guss**

☒ Charge Any Additional Fee Required Under 37 CFR 1.16 and 1.17

☒ Applicant claims small entity status. **Yes!**  
See 37 CFR 1.27

2. ☒ Payment Enclosed:

☒ Check ☐ Credit card ☐ Money Order ☐ Other

## FEE CALCULATION

### 1. BASIC FILING FEE

| Large Entity Code | Large Entity Fee (\$) | Small Entity Code | Small Entity Fee (\$) | Fee Description        | Fee Paid |
|-------------------|-----------------------|-------------------|-----------------------|------------------------|----------|
| 101               | 710                   | 201               |                       | Utility filing fee     | 355      |
| 106               | 320                   | 206               | 160                   | Design filing fee      |          |
| 107               | 490                   | 207               | 245                   | Plant filing fee       |          |
| 108               | 710                   | 208               | 355                   | Reissue filing fee     |          |
| 114               | 150                   | 214               | 75                    | Provisional filing fee |          |

SUBTOTAL (1) (\$ ) 355.00

### 2. EXTRA CLAIM FEES

Total Claims **12** Extra Claims **0** Fee from below **0** Fee Paid **0**  
Independent Claims **0** - 3\*\* = **0** Fee Paid **0**  
Multiple Dependent **0** Fee Paid **0**

| Large Entity Code | Large Entity Fee (\$) | Small Entity Code | Small Entity Fee (\$) | Fee Description  |
|-------------------|-----------------------|-------------------|-----------------------|--|
| 103               | 18                    | 203               | 9                     | Claims in excess of 20                                     |
| 102               | 80                    | 202               | 40                    | Independent claims in excess of 3                          |
| 104               | 270                   | 204               | 135                   | Multiple dependent claim, if not paid                      |
| 109               | 80                    | 209               | 40                    | ** Reissue independent claims over original patent         |
| 110               | 18                    | 210               | 9                     | ** Reissue claims in excess of 20 and over original patent |

SUBTOTAL (2) (\$ )

\*\*or number previously paid, if greater. For Reissues, see above

## FEE CALCULATION (continued)

### 3. ADDITIONAL FEES


| Large Entity Code | Large Entity Fee (\$) | Small Entity Code | Small Entity Fee (\$) | Fee Description  | Fee Paid |
|-------------------|-----------------------|-------------------|-----------------------|--|----------|
| 105               | 130                   | 205               | 65                    | Surcharge - late filing fee or oath  |          |
| 127               | 50                    | 227               | 25                    | Surcharge - late provisional filing fee or cover sheet                     |          |
| 139               | 130                   | 139               | 130                   | Non-English specification  |          |
| 147               | 2,520                 | 147               | 2,520                 | For filing a request for <i>ex parte</i> reexamination                     |          |
| 112               | 920*                  | 112               | 920*                  | Requesting publication of SIR prior to Examiner action                     |          |
| 113               | 1,840*                | 113               | 1,840*                | Requesting publication of SIR after Examiner action                        |          |
| 115               | 110                   | 215               | 55                    | Extension for reply within first month                                     |          |
| 116               | 390                   | 216               | 195                   | Extension for reply within second month                                    |          |
| 117               | 890                   | 217               | 445                   | Extension for reply within third month                                     |          |
| 118               | 1,390                 | 218               | 695                   | Extension for reply within fourth month                                    |          |
| 128               | 1,890                 | 228               | 945                   | Extension for reply within fifth month                                     |          |
| 119               | 310                   | 219               | 155                   | Notice of Appeal   |          |
| 120               | 310                   | 220               | 155                   | Filing a brief in support of an appeal                                     |          |
| 121               | 270                   | 221               | 135                   | Request for oral hearing   |          |
| 138               | 1,510                 | 138               | 1,510                 | Petition to institute a public use proceeding                              |          |
| 140               | 110                   | 240               | 55                    | Petition to revive - unavoidable   |          |
| 141               | 1,240                 | 241               | 620                   | Petition to revive - unintentional   |          |
| 142               | 1,240                 | 242               | 620                   | Utility issue fee (or reissue)   |          |
| 143               | 440                   | 243               | 220                   | Design issue fee   |          |
| 144               | 600                   | 244               | 300                   | Plant issue fee  |          |
| 122               | 130                   | 122               | 130                   | Petitions to the Commissioner  |          |
| 123               | 50                    | 123               | 50                    | Processing fee under 37 CFR 1.17(q)  |          |
| 126               | 180                   | 126               | 180                   | Submission of Information Disclosure Stmt                                  |          |
| 581               | 40                    | 581               | 40                    | Recording each patent assignment per property (times number of properties) |          |
| 146               | 710                   | 246               | 355                   | Filing a submission after final rejection (37 CFR § 1.129(a))              |          |
| 149               | 710                   | 249               | 355                   | For each additional invention to be examined (37 CFR § 1.129(b))           |          |
| 179               | 710                   | 279               | 355                   | Request for Continued Examination (RCE)                                    |          |
| 169               | 900                   | 169               | 900                   | Request for expedited examination of a design application                  |          |

Other fee (specify) \_\_\_\_\_

\*Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ )

## SUBMITTED BY

|                   |   |                                   |               |           |              |
|-------------------|---|-----------------------------------|---------------|-----------|--------------|
| Name (Print/Type) | Paul A. Guss  | Registration No. (Attorney/Agent) | 33,099        | Telephone | 703-486-2710 |
| Signature         |  | Date                              | Aug. 22, 2001 |           |              |

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